

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, July 25, 2017**

The regular meeting of the Downtown Development Authority was held Tuesday, July 25, 2017, at 8:00 a.m. in Conference Room 149A, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Michael Sznajstajler
Mr. Joe Hopkins
Ms. Sheryl Cook, Vice Chair
Ms. Tammy Kozinski

Board Members Absent

Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, City Attorney
Ms. Becky Groom, Board Secretary
Ms. Lori Slaight

1. Call to Order

Sheryl Cook, Vice Chair, called the meeting to order at 8:05 a.m.

2. Roll Call

Roll was called and members were noted present as stated above.

4. Approval of Minutes:

a. Regular Meeting – May 23, 2017

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the May 23, 2017 regular meeting as presented. The motion carried unanimously (4-0).

b. Special Meeting – June 1, 2017

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve the minutes of the June 1, 2017 special meeting as presented. The motion carried unanimously (4-0).

c. Regular Meeting – June 27, 2017

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve the minutes of the June 27, 2017 regular meeting as presented. The motion carried unanimously (4-0).

4. **Election of Chair**

Board Action:

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to appoint Michael O. Sznajstajler as Chair. The motion carried unanimously (4-0).

Ms. Cook introduced Mr. Sznajstajler and Mr. Sznajstajler continued the meeting as Chair.

Mr. Sznajstajler stated he liked being involved in the community and practices law as an Environmental and Land Use attorney with Cobb & Cole.

5. **Ex-Officio Member to Downtown Redevelopment Board**

Board Action:

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to appoint Sheryl Cook to serve as the DDA representative to the Downtown Redevelopment Board. The motion carried unanimously (4-0).

Mr. Jeffries stated the appointment would be scheduled for City Commission approval.

6. **Public Comments**

James Blasco, Daytona Beach News-Journal, stated a review of the digital campaign was scheduled for discussion and asked that display advertising be reviewed since it was presented on a cost per click basis.

7. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included on Page 20 of the packet. Mr. Jeffries stated most of the DDA funds had been spent and \$84,000 had been spent from the General Fund. Mr. Jeffries stated the final amount that would be spent was projected to be about \$94,000 to \$96,000. Mr. Jeffries stated staff was starting to work on the downtown holiday program so there would be some personnel expenses. Mr. Jeffries stated there had been about \$18,500 in revenue and expenses for the Farmers' Market; and the Farmers' Market should break even for the year.

Mr. Jeffries stated a budget transfer was requested which was outlined on Page 20 of the packet.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve the budget transfer as requested by Mr. Jeffries outlined on page 20 of the packet, which included: \$1,000 from the Office Supplies line item and \$2,500 from the Downtown Event line item to \$400 to Care and Subsistence; \$600 to Technical Services; and \$2,500 to Downtown Event Personnel, in accordance with the staff report as presented. The motion carried unanimously (4-0).

8. Riverfront Shops of Daytona Beach Quarterly Report

Keith Gold, Gold & Associates, presented the report which was included on Page 23 of the packet as well as an additional hand-out. Mr. Gold stated Facebook continued to be a strong means for information about the Riverfront Shops and Downtown. Mr. Gold stated the format for the e-newsletter had changed and felt it would be more informal and would have new content as well. Mr. Gold stated he felt awareness had increased for the Riverfront Shops based on the DDA advertising. Mr. Gold presented a hand-out which showed a “click” review and noted the cost per click was more expensive with the News-Journal campaign.

Ms. Kozinski stated she felt people that clicked through the News-Journal would be more local than tourists and asked if there was a way to determine that breakdown.

Mr. Jeffries stated that could be geographically targeted.

Ms. Cook asked if the Board could receive at the next meeting a breakdown of expenditures by the type of advertising.

Mr. Jeffries stated that information would be provided next month but it would be presented in September during the detailed budget presentation. Mr. Jeffries stated he would provide the information at the August meeting since he maintained a separate spreadsheet for expenditures.

Mr. Gold stated his firm maintained an annual spreadsheet which would show a glimpse of future expenditures.

Mr. Sznajstajler asked if the original campaign and News-Journal campaign were scheduled to go through the end of the quarter.

Mr. Jeffries stated a new campaign had been launched and there was advertising through the Beach Channel, the In-Room Concierge Book, as well as Facebook.

Mr. Sznajstajler asked if the Board looked at what was spent this quarter, would that give him a good idea of what was spent for the previous 3 quarters.

Mr. Jeffries stated he would provide a detailed report of what had been spent this fiscal year and he would email it to the Board.

Public Comments:

James Blasco, Daytona Beach News-Journal, stated the new site launched in July and it was far more dynamic. Mr. Blasco stated the new site allowed targeting of restaurants, etc., to the new website.

9. 2018 Merchant Co-op Program

Mr. Jeffries presented the staff report which was included on Page 27 of the packet. Mr. Jeffries stated 16 merchants wanted to participate in the co-op program.

Deb Smith, Sea Coastal Media, encouraged Board members to thank merchants for participating in the advertising campaign when the Board members were visiting their businesses.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to approve the proposal from Sea Coastal Media in the amount of \$16,907 for four pages in the In-Room Concierge Book, in accordance with the staff report as presented. The motion carried unanimously (4-0).

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the trade with the Daytona Tortugas for advertising of a ½ page ad in the game-day program and the DDA would advertise the Daytona Tortugas to include two spaces in the In-Room Concierge Book and a feature ad on the DDA website, in accordance with the staff report as presented. The motion carried unanimously (4-0).

10. 2017/18 Sponsored Downtown Events

Mr. Jeffries presented the staff report which was included on Page 12 of the packet. Mr. Jeffries stated he was working with the event producers for fall events so that was why this was being presented at this time. Mr. Jeffries stated the Dream Cruise was scheduled for October 27 and 28; the Halifax Art Festival was scheduled for the first weekend in November; and the Storybook Exhibit and Downtown Holiday Dazzle would continue from November 13 through the holidays. Mr. Jeffries stated approving the list of events would reserve the dates.

Ms. Kozinski asked if the RFP was out for holding events.

Mr. Jeffries stated not yet.

Mr. Jeffries stated he left the Fashion Week event on the list but the merchant review of the event was not good.

Ms. Cook stated communication with the City by the event coordinator was not good.

Mr. Jeffries stated a new event was proposed for the fall, which was the Beach Street Wedding, and the application for the event was included on page 32 of the packet.

Jennifer Toegel of Jennifer Juniper Photographers, stated her business was located in the Kress Building and had put on her third show at the Daytona International Speedway and the events had been very successful. Ms. Togle stated what she was proposing was a wedding walk and noted other cities had previously held very similar successful events.

Mr. Hopkins stated he was impressed with Ms. Toegel's resume but felt this was a "late start" for such a request.

Mr. Jeffries stated if the DDA sponsored the event, it would commit staff support.

Mr. Hopkins asked about the scoring for the event.

Mr. Jeffries stated the application met the minimum score.

Mr. Hopkins stated he felt the event may conflict with other programs the DDA had scheduled during the holidays.

Ms. Toegel stated she would be willing to consider another date. Ms. Toegel stated having the DDA support would be huge and she would be looking for support from the DDA for social media advertising.

Mr. Jeffries stated a sidewalk permit would be needed from the City if there were vendors on the street.

Mr. Sznajstajler asked if a specific funding request was being made.

Mr. Jeffries stated not today. Mr. Jeffries stated he was asking for the DDA to approve the list of the sponsored events and next month an Agreement would be presented between the DDA and Ms. Toegel as the event producer.

Mr. Jagger stated the DDA was required to submit any changes to the City of the event schedule.

Mr. Jeffries stated the proposed event schedule was outlined on Page 31 of the packet which included the Beach Street Wedding Walk. Mr. Jeffries asked the DDA if they would like to have staff continue Riverfront Fridays.

Mr. Hopkins stated the DDA was not "event producers"; the DDA was an event supporter. Mr. Hopkins stated he appreciated the efforts of staff in producing Riverfront Fridays but felt it took away from staff time in order to put on those events. Mr. Hopkins stated without an event sponsor, he did not feel Riverfront Fridays should be on the list.

Ms. Cook stated she agreed that Riverfront Fridays should not be on the list.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to accept the changes as proposed by Mr. Jeffries on Page 31 of the packet and to add Beach Street Wedding Walk and remove Riverfront Fridays and Fashion Week from the list of approved 2017 events. The motion carried unanimously (4-0).

11. **Board Comments**

The Board members welcomed Mr. Sznajstajler to the Board.

Mr. Hopkins thanked Ms. Groom for her work in preparing the minutes.

Ms. Cook also thanked Ms. Groom and Ms. Slight for their work.

Mr. Jeffries stated he had received a revision for projected revenue and had divided the money between events and reserve funding.

Mr. Jeffries stated the first public hearing on the 2017-18 budget would be September 6 and the DDA would meet on September 20 at 4:00 p.m. prior to the City Commission meeting.

Mr. Jeffries stated a merchant survey had been prepared by Gold & Associates and would be sent to the merchants soon.

Mr. Jeffries stated a Holiday Committee meeting would be held on July 25 and an Old World Christmas, Toy Solider Christmas, and a Santa theme were the proposed themes that would be discussed at the meeting.

12. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned.



Michael O. Sznajstajler, Chairman

for: 

Becky Groom, Board Secretary